

LEO BURNETT COMPANY, Inc.

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PHILIP MORRIS



... especially blended
... for the
... experienced smoker.

MARLBORO



... the filter cigarette
... with the
... unfiltered taste.

PARLIAMENT



... tobacco tastes best
... when the
... filter's recessed.

ALPINE



... modern filtration
... and refreshing taste.

BENSON &
HEDGES



... world's choicest
... tobaccos; famous
... recessed filter system.

Produced by PHILIP MORRIS INC.
Directed by your taste, your pleasure, your preference
Arranged by men who love tobacco and like to smoke.
Props the finest cigarettes your money can buy.



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